

Press-Herald

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Grade 'C' Applesauce

A New York Congressman was reported to have said recently: "Consumers throughout the country are looking increasingly to the federal government for information about products of all kinds, for quality controls and standards which must be met by producers." Yet, most impartial observers have not been able to detect any such demand on the part of consumers. There is evidence, however, that some politicians and government bureaucrats are anxious to tell the American people what and how they should buy.

The controversial report of the National Commission on Food Marketing provides an example. It advances the idea that "consumer grading" is needed to direct consumers to the best buys. To this point a Cornell University professor wrote the chairman of the commission pointing out that he had conducted a preference test on applesauce, for which there are already government A, B, C grades. He explained, "The result was a statistically significant preference, over all others, for a sauce that graded 'C' . . ." Moreover, the professor wrote: "Although this study was published and discussed in detail with both industry and government officials, we still have — seven years later — the same USDA applesauce standards. . ."

Arbitrary grading of products, foods or merchandise in a free enterprise economy is unnecessary. The American housewife continuously evaluates and passes judgment on retail items with the sole objective of picking out for her family the types she desires at the prices she's willing to pay. By exercising her right of free choice in the marketplace, she effectively controls the type and quantity of merchandise placed on the shelves of the nation's retailers—including applesauce.

OTHERS SAY

Distorted News

Mayor Daley of Chicago recently directed a word of criticism toward the nation's news media that deserves serious consideration. He said, "There seems to be little hesitation in exposing to a vast public (those) splinter, frivolous, and irresponsible individuals who, in many instances, represent groups so small in numbers as to be practically nonrepresentative. And what is even more deplorable has been the publicity given to the haters, the kooks, and the psychotics. . . ." Persons who have dedicated their lives to the cause of civil rights "while never received an iota of public recognition," while others have commanded the publicity "because they carried a picket sign, laid down in the street, or violently caused a public disturbance." Radio and television news editors cannot present a fair evaluation of the complex issue in seven minutes. Therefore, added, Mayor Daley, they apply the standard "Where is the action?" They show violence, conflict, opposition, excitement, drama and the charge and countercharge, all of which result in a weighing of facts that can lead to distortion and misrepresentation. Mayor Daley is to be commended for calling attention in a constructive manner to a serious problem.—*Industrial News Review*

Your doctor says, "Take a walk." Take a long walk every day, if you can find the time. Any sort of walking is good, but a brisk walk is better. Walking or hiking is an excellent exercise that involves many of the muscles of the body. One of its big advantages is that walking is universally available as an exercise nearly every day of the year. The strain of the activity depends on the pace and distance. . . . The AMA cautions the untrained person against an exercise orgy in hiking or in any other physical activity. The enthusiast who tries to do it all at once often ends up with stiff muscles and a stiffer resolve to avoid exercise in the future.—*Forest City (N.C.) Courier*.

One of the chief social and moral problems in our massive and depersonalized society is the growing division between private and public morality. Men who never dream of cheating an individual feel no compunction about cheating a "soulless corporation" . . . Thus, the very technology of which we are proudest and which has contributed so much to our affluence, is at the same time the principal factor in alienating our moral sense. Embezzlements by employers for instance, take more funds out of business than do robberies and burglaries. To steal from a man is a crime; to steal from an institution is—what? The "what" is the question we must answer.—*West Point (Miss.) Times Leader*.

The recent death of a civil rights bill in the United States Senate is a significant indication of a change in the political wind. Despite what sometimes appears to be the case, politicians usually vote close to the wishes of their constituents on bills which have stirred intense emotions. . . . Most observers agree one factor which played a part in turning public opinion against the bill was widespread resentment over recent riots and disorders in the nation's cities.—*Columbia (Miss.) Columbian-Progress*.

It's always gratifying to have people not only read the editorial column but to comment on it favorably as well. However, these kind of remarks always make the writer wonder how many readers there are who disagree with opinions expressed but won't speak up. An editorial column probably becomes more effective and the writer more capable as adverse criticisms are passed on the same as the compliments. The paper invites such differing opinions given orally but more especially expressed in the form of letters. A strong editorial page presents differing sides of issues and is often judged for its quality by doing just that.—*Oneonta (Ala.) Southern Democrat*.

Id Consider It A Personal Favor—



Smog to Plague Us Until Arrival of Electric Car

By CHARLES E. CHAPEL, Assemblyman, 46th District

It is absolutely impossible to completely eliminate air pollution ("smog"), but it can be very materially reduced. In California, by means of State laws, an attempt has been made to reduce the amount of air pollution caused by automobiles and trucks powered by internal-combustion engines using gasoline as a fuel. This has been and will continue to be a tragic failure, regardless of how we amend the existing laws in the future and regardless of the degree of compliance with the laws on the part of automobile manufacturers and those who own and operate automobiles.

The reason is that any air-pollution reduction system built into automobiles at the factory, and any device added to an automobile by the purchaser can eliminate only a portion of the nitrous oxides, hydrocarbons, and other chemical compounds which are products of the combustion of gasoline in the engine.

Nothing has been done to reduce the air pollution caused by the exhaust from trucks powered by diesel engines, and nothing has been done to reduce air pollution caused by the exhaust from airplanes. Airplanes having engines of the true jet type burn kerosene, which is chemically closely related to diesel fuel. The conventional aircraft engines burn gasoline. All aircraft engines, regardless of type, produce air pollution.

A partial solution to the air pollution problem is the manufacture and use of motor vehicles powered by electric storage batteries, commonly called electric automobiles, or electric cars.

It is a matter of record that from 1900 to about 1910 there were more electric cars than automobiles powered by gasoline engines within the continental limits of the United States, but by about 1929 the electric cars had disappeared from the streets and highways.

Morning Report:

There's no sound reason why countries insist on honoring national animals but they do. Over here it's the bald eagle and over in India, it's the holy cow.

We can easily afford our eccentricity because we have killed off most of our eagles. And they don't eat much anyway. But hungry India has about 175,000,000 cows — most of them standing around in the hot sun, producing milk and eating their heads off. There is one cow for every three persons. And all of this shows how spiritual Indians are.

Being spiritual is great because man does not live by bread alone — but he needs bread as a start.

Abe Mellinkoff

The last electric car that I saw in operation was owned and driven in Coronado by Mrs. Joseph H. Pendleton, the wife of Joseph H. Pendleton, Major General, U.S.M.C., Retired. That was in 1928 when I was on duty at the Marine Corps Base, San Diego, where the present Marine Corps Recruit Depot is located.

When I visited General and Mrs. Pendleton, "Aunt Sacramento

Mary," as we called Mrs. Pendleton, frequently asked me to ride with her in her electric car while she went shopping. I distinctly remember that "Aunt Mary" was constantly worried about the storage batteries in her car because they required frequent re-charging at garages.

The electric car that Aunt Mary drove was identical with one in which I previously had ridden with a real aunt of mine in Moline, Ill. It somewhat resembled a glass show-case on wheels and was the delight of women, although it never evoked any enthusiasm among men.

All that is now automotive history, but the electric cars are coming back in a new, improved and practical form. Already they are on the drawing boards of the major manufacturers of automobiles in the United States and Europe.

Anyone who has more than a passing curiosity about the electric automobiles of the future can verify what I have said by writing to Mr. George W. Cornelius, Automotive Engineer, 279 W. 7th St., San Pedro, Calif.

The October, 1966, issue of Scientific American, contains a very interesting article titled "The Electric Automobile," by George A. Hoffman, beginning on page 34, which presents the case for the electric automobile of the future. You can find copies on Scientific American in almost any library, or you can obtain a copy of the October issue for sixty cents from Scientific American, Inc., 415 Madison

HERB CAEN SAYS:

Those Who Say Nothing Changes Are Gone, Too

I've lived in this city of San Francisco, man and bore, for the better part of my wasted life, and now I'm ready to concede that nothing is permanent here except change. The past decade has been dazzling: buildings built for the ages — veritable Parthenons — disappear overnight to be replaced by things that look like Lawrence Welk's accordion set on end. The mighty Hartford building, a stupendous study in sterility, rises out of nowhere to lean on fragile Old St. Mary's. The Golden Gateway — pastel playing blocks arranged by a not particularly gifted child — replaces a Produce District notable for sweat, spinach leaves and rats bigger than cats. Everywhere, the beat-beat-beat of the pile drivers, the sickening crunch of the steel ball slung by Davids in plastic helmets, the cranes hoisting girders out of the sea of mortgages. Money is tight, man, but somebody is hanging loose.

Seeking the city that was, I walked through the downtown shopping area, mentally ticking off the changes. Even the people who used to say "Nothing ever changes in San Francisco" are gone. The point about all this is that you have to stay contemporary, which is not the same thing as being With It. The trouble with

being With It is that the "It" keeps changing, and there's nothing more embarrassing than being Not Quite With It. Staying contemporary is a different and much more difficult chore, requiring both self-discipline and self-delusion. It's not just agreeing that short skirts on women look fine and that the Rolling Stones have a great sound — that's With-Itism again. It's mainly a determination never to look back

San Francisco at a past that very well might have been as golden as we are told it was.

Woodrow Wilson once said that "The past makes the present livable," but in the case of a city with so special a past as San Francisco, I doubt it. It just makes the present seem tackier, and staying contemporary that much harder. Nostalgia is the house disease in San Francisco, and it's a tough habit to kick, even when the new buildings rise all around to symbolize the futurity and fatuity. You can reminisce all you want about the six-bit dinners at Sanguinetti's and the baseball heroes of Old Butchertown, but it won't stop the Corinthian pillars from toppling in the financial district, nor will it solve any of the truly contemporary problems in the New Butchertown, out there by Hunter's Point.

The only mortal insult these days is to tell a man he has no sense of humor. Fathers often show off pictures of their children, but did you ever stop to think how seldom the compliment is returned? The only social disease for which there is no cure: cocktail parties.

People who live in glass houses have faded furniture. Since the very idea of a garage under San Francisco's Washington Square — one of the Nation's finest urban parks — has proved not unthinkable after all, one may anticipate garages under the tennis courts in Golden Gate Park, inside Coit Tower and across the Ferry Building tower. Or even, ultimately, an underground garage with the park on the BOTTOM.

Medicare seems too good an idea to waste on the old.

Critics who praise "the meaningful and poetic lyrics" of rock'n'roll songs must have better ears than I, since, to me, the purveyors of these "meaningful" songs sound like they're choking on their own long hair.

Culture is a dead word for a lively subject, escalation is a phony word for wholesale destruction, and inflation is a weak word for the fatal illness of an old friend — the once-mighty and now mitey dollars.

ROYCE BRIER

We'll 'Work It All Out' With Two-Party System

When a political party finds itself in increased favor with the electorate, and when this continues for some time, observers begin to see an unpromising prognosis for the opposition party.

The observers say the opposition party can't find an effective candidate or effective issues, and might as well disband and regroup its forces. This has actually happened on a large scale several times in our history, as when the Whig party disbanded in the 1850s to become the Republican party.

But this has not happened oftener than it has happened, and from time immemorial thousands of experts so-called have found themselves crying in their beer over the hopeless plight of a minority party.

This is now the case in the United States. A year ago the experts so-called were saying the Republican party was in sad disarray. President Johnson was still going like a house afire after his 1964 sweep, and at the state and local level his followers seemed invincible.

World Affairs as they were in the days of FDR.

But the wheels of the Presidential bandwagon began increasingly to run rough and noisy. The President's caprice, and his devious dealings with the people, began to work an attrition on his political supremacy, quite aside from the frustrations and misjudgments of the Viet Nam adventure.

It wasn't that he was a bad President, or an ineffective President, but his political cunning was unable to overcome his shortcomings, and those of his advisers, and indeed the cunning, so widely heralded, seemed to run into a law of diminishing returns, a not uncommon development in human affairs.

In definite upsets, in fact last minute upsurges, Republican governors recently won office in California, New York, Arkansas, and Florida, and this accounts for one-fifth of the American electorate. But bearing more directly on the national action and philosophy, Republicans in many states won new seats in the House of Representatives. This does not constitute a repudiation of the Johnson Administration, but it materially shifts the balance of political power in the nation.

How this will work out in the national action, and what it will mean to Mr. Johnson's position two years hence, no one can say, though a great many experts so-called are willing to say it.

What can be said with some confidence is that the Republican party, consigned to its dotage a year ago, turns out to be much younger and more vigorous, than was indicated by its foregoing appearance. Whether this is good or bad depends upon your political affiliation.

The Europeans pretend to be bewildered by our two-party system, and this is nonsense. From Greek days, and whenever self-government has achieved a foothold, there have always been two philosophies of social organization — conservative so-called or radical so-called. But of course in practical party politics there has always been a blending and crisscrossing of individuals and groups between the prevailing parties.

Governor Wallace of Alabama, with third party talk, is suffering from expanded horizons, the LSD jargon. But if Teddy Roosevelt couldn't make it, can George Wallace? We'll work it out with two parties.

WILLIAM HOGAN

Some Candles Lighted in A World Grown Too Dark

Preview: I tend to avoid books in the "inspirational" field (it all started with Dr. Peale). But the names Martin Buber, Erich Fromm, and Thomas Merton can hardly be included in the brisk short-cut-to-heaven market which remains one of the most profitable categories in the publishing spectrum.

While essentially religious scholars, Buber, Fromm, and Merton are thinkers and moralists in the classic tradition. This month, books by each will appear — bright candles in a world darker than it should be.

"The Way of Response: Martin Buber" (Schocken; \$4.95) contains selections from writings over the decades by the late Viennese philosopher, sophisticated expounder of Hasidism and, from 1938 to 1951, Professor of Social Philosophy at the Hebrew University, Jerusalem. Buber became a kind of loving sage as well as a renowned scholar during his lengthy career. This book of wisdom touches many areas and in-

cludes this, on freedom: "Freedom — I love its flashing face: it flashes forth from the darkness and dies away, but it has made the heart invulnerable. I am devoted to it, I am always ready to join in the fight for it: for the sake of the appearance of the flash, which last no longer than the eye is able to endure it. I give

time is to clean out the enormous mass of mental and emotional rubbish that clutters our minds and makes all political and social life a mass illness. Without this housecleaning we cannot begin to SEE. Unless we SEE we cannot think. The purification must begin with the mass media. How?"

Erich Fromm's "You Shall Be as Gods" is subtitled "A Radical Interpretation of the Old Testament and Its Traditions" (Holt; \$4.95). Widely known for his work in psychoanalysis, philosophy and religion, the author of "The Art of Loving" and other works explains: "The interpretation is that of radical humanism. By radical humanism I refer to a global philosophy which emphasizes the oneness of the human race, the capacity of man to develop his own powers and to arrive at an inner harmony and at the establishment of a peaceful world. . . . It was force which made man incapable of independence and hence warped his reason and emotions . . ."

The greatest need of our